



# Commander, Navy Region Hawaii Facebook Insights

Monthly Analytics Report May 2015

<http://www.facebook.com/NavyRegionHawaii>



# Most Reached Facebook Posts

(5/27) USS Arizona Memorial Dock Incident: **33,568 people reached**



## Navy Region Hawaii

Published by Bill Doughty [?] · May 27 at 10:29am · Edited ·

We deeply regret the inconvenience this incident is causing to visitors who wish to go aboard the USS Arizona Memorial.

HONOLULU – This morning, May 27, the USS Arizona Memorial dock was struck while tug boats were assisting the USNS Mercy in Pearl Harbor. Initial visual assessments show that the dock was moved about 10 feet toward the Memorial. A small area of concrete was damaged where the dock's ramp joined the Memorial. The dock's ramps and railings were also damaged.

Du... [See More](#)

33,568 people reached

Boost Post

Like · Comment · Share · 32 32 163

## Other Top Posts:

- (5/22) Pearl Harbor Colors ceremony on KITV News:  
**16,680 people reached**



## Navy Region Hawaii via Pearl Harbor Naval Shipyard

Published by Anna Gonzales General [?] · May 22 at 10:01am · Edited ·

Yesterday's #PearlHarborColors ceremony was featured on KITV News



16,680 people reached

Boost Post

Like · Comment · Share · 73 96



## Navy Region Hawaii via U.S. Pacific Fleet

Published by Anna Gonzales General [?] · May 28 at 12:13pm · Edited ·

Adm. Scott H. Swift returned to his home state and relieved Adm. Harry B. Harris Jr. as commander of the U.S. Pacific Fleet during a change of command ceremony on Joint Base Pearl Harbor-Hickam, May 27.



## Adm. Swift Takes Command of Pacific Fleet

Adm. Scott H. Swift returned to his home state and relieved Adm. Harry B. Harris Jr. as commander of the U.S. Pacific Fleet during a change of command ceremony on Joint Base Pearl Harbor-Hickam, May 27.

CPF.NAVY.MIL

12,508 people reached

Boost Post

Like · Comment · Share · 25 14


- (5/28) Adm. Swift takes command of Pacific Fleet:  
**12,508 people reached**



# Most Engaged Facebook Posts

(People who have liked, commented or shared CNRH FB posts)

**(5/27) USS Arizona Memorial Dock Incident: 176 Likes, 179 Comments & 177 Shares**

**Navy Region Hawaii**  
Published by Bill Doughty [?] · May 27 at 10:29am · Edited · 🌐

We deeply regret the inconvenience this incident is causing to visitors who wish to go aboard the USS Arizona Memorial.

HONOLULU – This morning, May 27, the USS Arizona Memorial dock was struck while tug boats were assisting the USNS Mercy in Pearl Harbor. Initial visual assessments show that the dock was moved about 10 feet toward the Memorial. A small area of concrete was damaged where the dock's ramp joined the Memorial. The dock's ramps and railings were also damaged.

Du... [See More](#)

33,568 people reached [Boost Post](#)

Like · Comment · Share · 🍷 32 💬 32 ➦ 163

**33,568** People Reached

**532** Likes, Comments & Shares

<b>176</b> Likes	<b>32</b> On Post	<b>144</b> On Shares
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<b>179</b> Comments	<b>39</b> On Post	<b>140</b> On Shares
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<b>177</b> Shares	<b>163</b> On Post	<b>14</b> On Shares
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**3,960** Post Clicks

<b>0</b> Photo Views	<b>0</b> Link Clicks	<b>3,960</b> Other Clicks ⓘ
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#### NEGATIVE FEEDBACK

<b>6</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

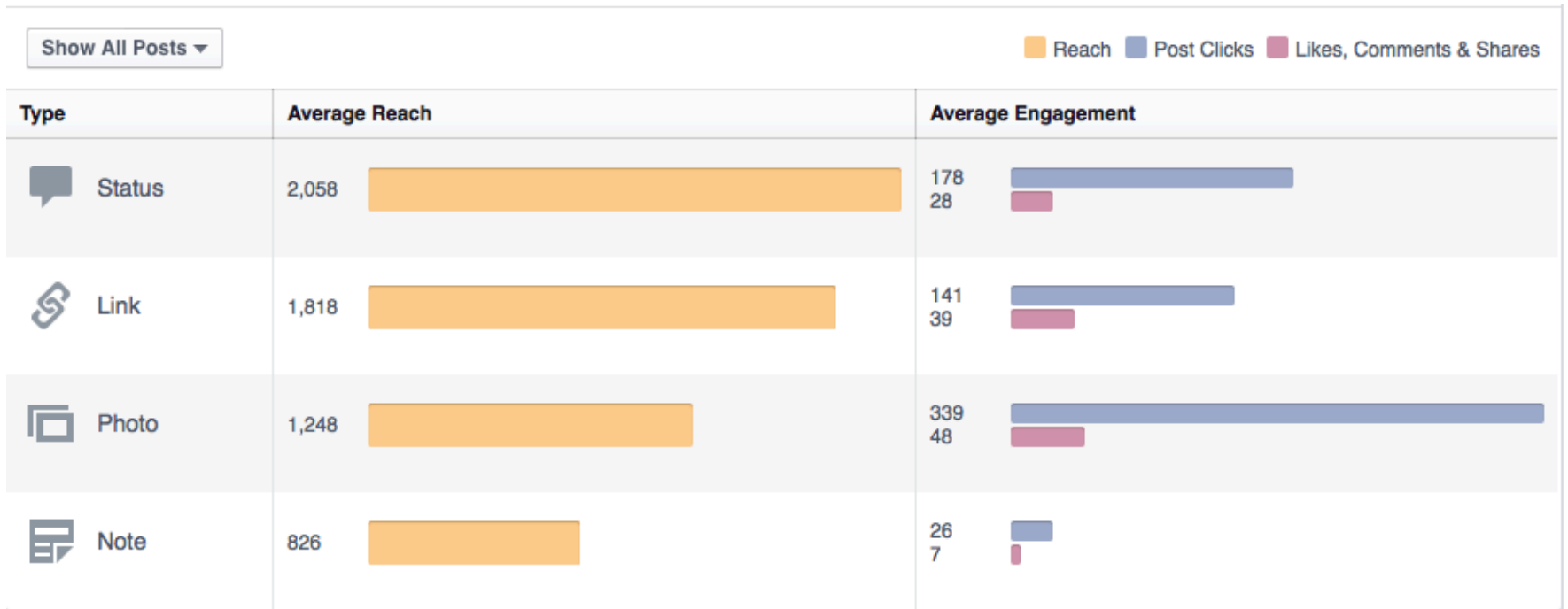
## Other Posts:

- (5/19) USS Chafee (DDG 90) departs JBPHH: **239 Likes, 32 Comments & 19 Shares**
- (5/28) USS Carl Vinson (CVN 70) arrived at JBPHH: **161 Likes, 20 Comments & 15 Shares**
- (5/20) USS Michael Murphy to return from Western Pacific deployment: **131 Likes, 22 Comments & 37 Shares**



# Post Types

The success of different post types based on average reach and engagement.





# Total Page Likes – 9,347

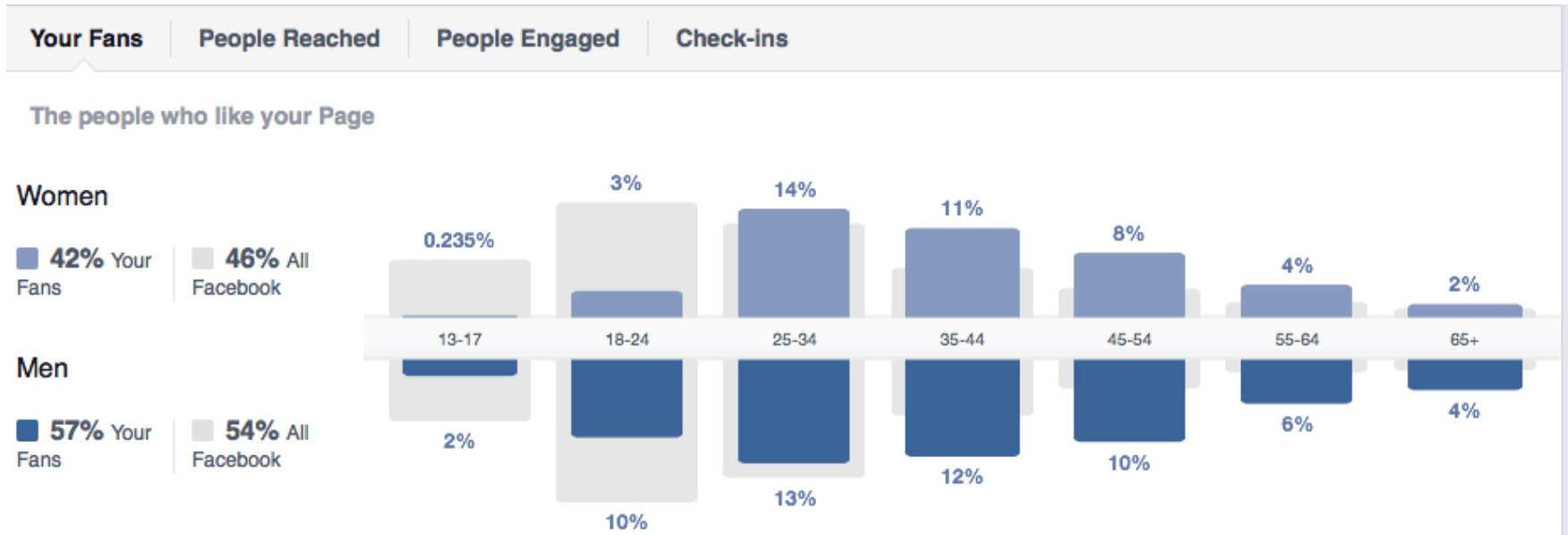
The total page likes increased by 196 fans in May bringing the fan base to 9,347 from last month's number of 9,164.





# Audience

Fans reached based on Demographics, Age & Gender



## Top 10 Country Locations Reached

- USA (Top States - HI, CA, VA, DC, FL) – 6,695
- Philippines – 385
- Japan – 129
- India – 128
- Thailand - 125
- Indonesia – 117
- Italy – 97
- Australia – 96
- Canada – 78
- Brazil - 77